

**TAVISTOCK TOWN COUNCIL  
PANNIER MARKET REPORT 18<sup>th</sup> JANUARY 2022  
DATE OF REPORT 10/01/22**

**1. General Update**

- a) The festive period witnessed impressive footfall with traders reporting good Christmas sales, and also there was a good atmosphere across the Market complex with both the Pannier Market and Butchers' Hall looking good and delivering some very vibrant markets.
- b) Please note we are now in the reduced Winter rate period, this sees table space reduced from £9.00 to £8.00 for the duration of January and February. Future rates were a topic for discussion and the most recent Town hall & Markets Consultative Group Meeting, any changes would be endorsed from the start of the new financial year.
- c) We are now in a challenging time of year for traders, with a dramatic reduction in footfall during January, in comparison to that seen during December, this is historically a time when many traders take their annual holiday from trading, so this is a good time to start looking at introducing new traders from the current market applications. We have also witnessed some absences due to Covid and the new Omicron variant, however this is not as dramatic as it was when Covid was at its peak, and we continue to operate with strict safety measures in place to ensure a safe consumer environment.
- d) With the Market now operating at approximately 145 rentable spaces, we will continue to monitor current guidance and safety measures and look at areas that can be enhanced without compromising the safety measures in place. We have a few new traders that are contemplating a five-day pitch, which is a positive step as we proceed into 2022.
- e) It will be discussed with the Market representatives on how the Pannier Market and traders can join in with celebrations for this year's Queens Jubilee, once we know what other organisations are planning, we can fit in around this and collaborate where required.

**2. Coach Drivers Initiative**

Coach visits has been fairly sporadic over the festive period, but this is fairly comparable with other year's, as it tends to be the Summer months that witness the most tour parties. Recent discussions have been held with the Tavistock BID Manager regarding endorsement for 2022, and have recently looked at freshening up the Coach Driver's Incentive Pack.

**3. Trip Advisor**

There have been no new Tripadvisor reviews since the last Pannier Market reward, but after receiving the Travellers Choice Award in 2021, we hope 2022 continues in the same vain. The

Travellers Choice Award is an award given to those accommodations, attractions and restaurants that consistently earn great reviews from travellers and are ranked within the top 10% of properties on Tripadvisor. We received a lot of positive comments on how vibrant the market currently looks, with customers continuing to favour the wider aisles and extra space.

#### **4. Bedford Square/Events**

- a) The impressive Bedford Square bookings continued right until Christmas Eve, even during slightly unfavourable weather conditions. We now move into slower period leading up until the Spring, however some of our regular weekly traders are already starting to return and will be trading throughout after a short break for Christmas.
- b) There are no plans at present to change the arrangements in place for the delivery of the Farmers Market, their numbers are still slightly down on previous year's, so the current arrangement works for both parties with the Town Council receiving some welcome additional income. They continue to operate on every second and fourth Saturday of every month, any fifth Saturday is dependent on trader numbers. Due to rain and high winds, the first market of the year was transferred into Butchers' Hall to mitigate any safety concerns.
- c) Miss Ivy Events has confirmed bookings for the very popular Street Food Events for 2022, these will start in May through to August with one per month, further details and dates will be confirmed closer to the time.
- d) In relation to the Queens Jubilee this year, Bedford Square will be kept available so that it can be used for any celebrations that get decided on.

#### **5. Designated Premises Supervisor**

No issues to report through this latest period, as there has been no bar led functions since the last report. February sees the start of Town Hall functions with the bar open.

#### **6. Tavistock Country Show**

Plans for The Tavistock Country Show are well under way now, with some bookings starting to come in, the change of date has excluded some previous traders as it clashes with other things, but we are looking at new ideas and new traders to ensure a fresh look to this year's event. The main footprint of the event is much like the one previously planned for 2019 that was unfortunately cancelled due to Covid.

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